

## Message Text

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ACTION AGR-08

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-01 SIL-01 USIA-06 PRS-01 /048 W

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R 030950Z SEP 75

FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC 4100

INFO AMEMBASSY VIENNA

DEPT OF COMMERCE WASH DC

LIMITED OFFICIAL USE BUDAPEST 2860

DEPARTMENT PLEASE PASS AGRICULTURE FOR FAS/DOBBINS

E.O. 11652: N/A

TAGS: EAGR, BEXP, HU

SUBJ: BUDAPEST AGRICULTURAL FAIR OPENS

1. BUDAPEST AGRICULTURAL FAIR OPENED AUGUST 29 WITH DAY DEVOTED TO CEREMONIAL ACTIVITIES AND VISITS BY HUNGARIAN GOVERNMENT OFFICIALS TO LARGE PAVILIONS AND SHOWY EXHIBITS OF CEMA AND SELECTED "SOCIALIST COUNTRIES." AS ONE WOULD EXPECT, HIGH-LEVEL HUNGARIAN GOVERNMENT OFFICIALS DID NOT VISIT U.S. STAND.

2. INTERMITTENT TORRENTIAL RAINS ON OPENING DAY PUSHED CEREMONIES INTO STEAMY CROWDED SALONS; AND INSPECTION OF OUTDOOR DISPLAYS STRICTLY LIMITED TO THOSE WITH WEB FEET. RECEPTION GIVEN BY DEPUTY MINAG VANCSEA POORLY ATTENDED. ACCORDING TO SOME SOURCES, ATTENDANCE WAS SIXTY-SIX PERCENT BELOW ESTIMATES.

3. U.S. STAND ATTRACTED SEVERAL KEY VISITORS OPENING DAY, LARGER CROWDS OVER WEEKEND. OFFICIALS FROM MINAG, STATE FARM AND TRADE VISITED HOLSTEIN-HEREFORD STANDS FIRST DAY, INDICATING CONTINUING INTEREST IN U.S. BREEDING STOCK. HUNGARIAN OFFICIALS ARRANGED SPECIAL

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THREE-DAY TOUR FOR HEREFORD REPS TO VISIT CATTLE AT

NUMBER OF STATE FARMS. SOYBEAN STAND ALSO ATTRACTED ATTENTION PERIODICALLY.

4. FEATURE OF SPECIAL INTEREST TO U.S. EXHIBITORS WAS DISPLAY OF SEVERAL HUNGARIAN-BRED HOLSTEIN AND HEREFORD CATTLE AT FAIR. WHILE HOLSTEINS ARE HIGHLY ATTRACTIVE, HEREFORDS BIG DISAPPOINTMENT TO HUNGARIAN OFFICIALS, ACCORDING TO DICKENSON OF HEREFORD ASSOCIATION. SITUATION DOES NOT APPEAR TO SERIOUS. IMPROVED SERVICING AND BETTER JUDGMENT AT TIME OF SELECTION OF STOCKS FOR THE FAIR SHOULD, ACCORDING TO DICKENSON, CORRECT PROBLEM.

5. STILL TOO EARLY TO JUDGE DEGREE OF SUCCESS U.S. EXHIBIT. GENERAL FEELING IS ACTIVITY WILL PICK UP AFTER WEEKEND. WILL REPORT ON FURTHER DEVELOPMENTS.

6. U.S. COMMERCIAL PRESENCE AT FAIR ENHANCED BY IMPRESSIVE DISPLAYS OF US-MADE JOHN DEERE, CATERPILLAR AND HESSTON AGRICULTURAL EQUIPMENT AS WELL AS HYBRED RABA-STEIGER TRACTORS. OUT-SIZED HESSTON FORAGE HARVESTORS, WHICH WERE ALREADY SOLD PRIOR TO ARRIVAL BUDAPEST AND WHICH WILL BE DELIVERED TO HUNGARIAN PURCHASER WHEN FAIR ENDS, HAVE ATTRACTED NOTEWORTHY ATTENTION OF FAIRGOERS AND MANY INQUIRIES WHICH ARE MORE THAN CASUAL.

7. AGATT LEFT HUNGARY SEPT 1 BRIEFLY TO ATTEND RIED AGRICULTURAL FAIR IN AUSTRIA. WILL RETURN TO BUDAPEST FAIR SEPT 7 AND REMAIN IN BUDAPEST UNTIL FAIR CLOSES SEPT 14.  
MCAULIFFE

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